

Exhibit 2

EXHIBIT H



REVITALYTE PROMOTIONAL GUIDE 2021

Introducing Revitalyte...

What is Revitalyte?

- Identical formula to Pedialyte, but with a less medicinal taste and texture
- FDA Certified "Medical Food" for the treatment of mild to moderate dehydration (label claims backed by medical research)
- The next up and coming brand partner of Barstool Sports (after Pink Whitney, High Noon, and Owen's Mixers)



Nutrition Facts			
About 3 servings per container			
Serving size 12 fl oz (360 mL)			
Calories	Per serving	Per container	
	35	100	
Total Fat	0g	0g	0%
Sodium	370mg	1030mg	45%
Total Carbohydrate	9g	25g	9%
Total Sugars	9g	25g	
Incl. Added Sugars	9g	25g	50%
Protein	0g	0g	
Potassium	280mg	780mg	15%
Zinc	2.8mg	7.8mg	70%
Chloride	440mg	1240mg	50%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, sodium, or potassium.
 *The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Who Drinks Revitalyte?

- Professional athletes for recovery after intense workouts or competitions
- Young adults before, during, and after a night of drinking
- Active adults as part of their regular hydration routine



24 HOURS
WITH VIKINGS
CARNERBOK XAVIER RHODES

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CARNERBOK XAVIER RHODES

You can tell Rhodes isn't fully awake yet, because his olive pajama pants are on inside-out. Five bottles of Basard, a bottle of Revitalyte and a banana peel. Enter his right hand and floor. A foam roller leans against the chair in Rhiney's stringers nook she calls her "retreat." Rhodes wasn't feeling too sore last night to be kept his Sleep Number bed up 55. When he's really hurting, he softens the mattress to 45.

ANALYSIS: A lot goes into refueling Alabama players during a game

By Justin Wozak Sports Writer

Published 11/20/23 at 1:00 PM

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Quarterback Tua Tagovailoa doesn't touch the Rice Krispies bar, and he will sometimes go on Unacademies. Linebacker Dylan Moses focuses mainly on hydrating, not so much eating.

Coolers inside locker rooms are stocked with Dasani water bottles, select Gatorade flavors and Revitalyte options. The latter provides a lot of electrolytes.

There's also a table with an assortment of goods from Double Bubble gum, Mirror Valley granola, Ch! bars, Jack Link's beef jerky, pickle jars and more.



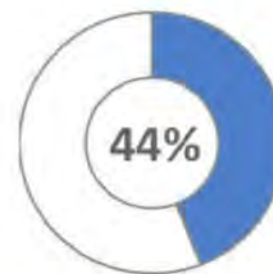
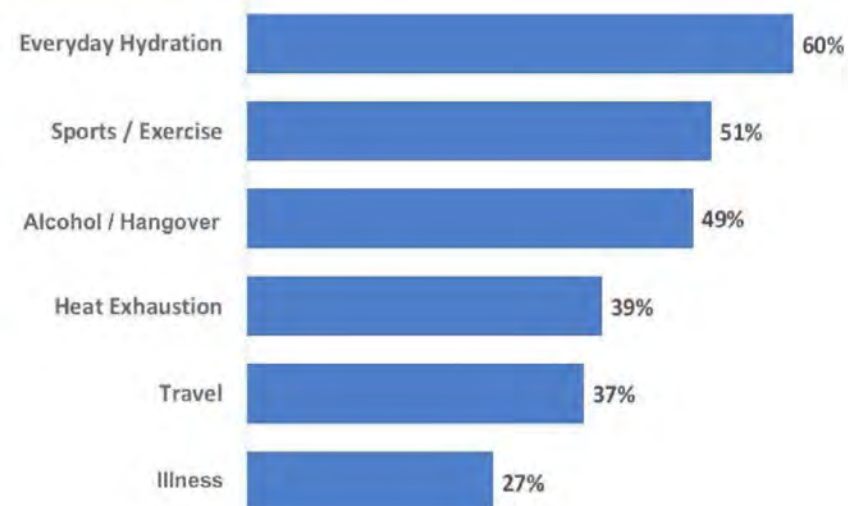
Growing Category with Proven Utility

Pediatric Electrolyte Category Sales (\$MM)

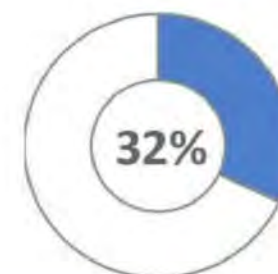


*"We estimate that **50% of [Pedialyte] Sales come from Adult Consumers** using the product" -
Pedialyte Brand Manager*

Consumer Usage Survey



More
Effective



Healthier
Than Other
Products



Revitalyte is Barstool's next big brand partner

Barstool has been the driving force behind some of the most successful launches in the beverage industry...

PINK WHITNEY



- ✓ #1 Flavored Vodka in US
- ✓ Sold 1M+ bottles in 6 weeks
- ✓ 1M+ Case Annual Run Rate

HIGH NOON



- ✓ #1 Spirits-Based Seltzer
- ✓ 250K+ cases sold in first month of Barstool Partnership

OWEN'S MIXERS



- ✓ 1,000 new retail doors within weeks of launch
- ✓ Partnered with over 400 golf courses across the US

- ✓ Revitalyte is the fourth beverage brand that has earned a multi-year licensing deal with Barstool
- ✓ Barstool receives a royalty on every case of Revitalyte sold, incenting barstool's content creators to push the brand on social and feature the beverage in and around the office

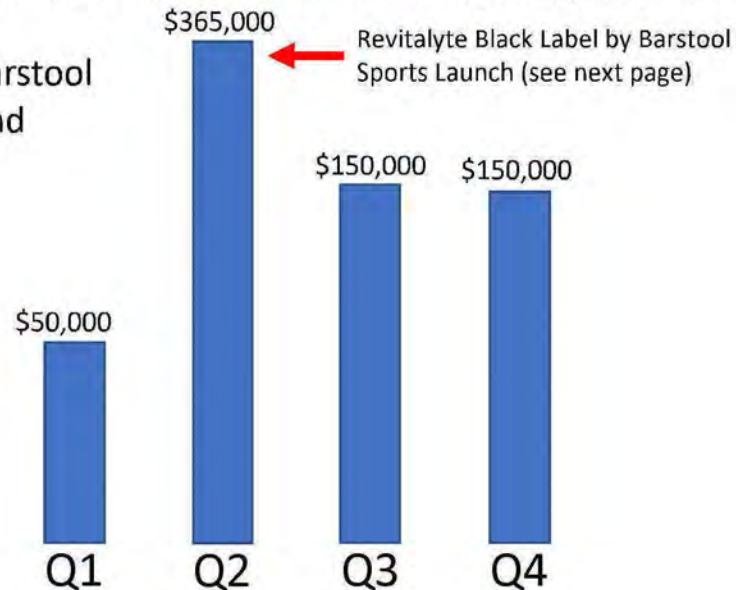


Traffic-Driving Advertising Spend

PLANNED AD SPEND

- Targeting Gen Y's and Young Millennials (21-35)
 - College Partiers
 - Young Professionals
 - Active Adults
- Strategy focused on driving traffic to liquor stores in college towns and major metro markets
- Revitalyte is advertising through Barstool's content on Instagram, TikTok, Twitter and Podcast Streaming platforms

2021 Barstool
Ad Spend



UPCOMING ACTIVATIONS

October: **+3M** Impressions



November: **+12M** Impressions



December: **+6M** Impressions



THE REVITALYTE BLACK LABEL by BARSTOOL SPORTS



***33% MORE ELECTROLYTES
FOR WHEN LIFE
GETS ROUGH AND ROWDY...***

- ✓ Co-branded product gives Revitalyte instant national brand power
- ✓ Launching Q1 2021
- ✓ Multi-SKU opportunity
- ✓ Supported by the Barstool Sports marketing machine
- ✓ Anticipated lift across ALL SKUs
- ✓ Great cross merchandising potential

Revitalyte Works Best Where Customers Can See It

"GOOD"



- ✓ In the NA aisle or cooler next to mixers and sodas
- ✓ Good visibility so customers can recognize the bottle
- ✓ Gives the customer a "home base" to find the product

"BETTER"



- ✓ At the counter to encourage last-minute purchase
- ✓ Actively sold by the cashier as an add-on
- ✓ Instant product recognition from packaging

"BEST"



- ✓ Best visibility in the store to draw immediate recognition
- ✓ "Proud Partner of Barstool Sports" featured on display
- ✓ Encourages volume selling (full case purchases)

NEW DISPLAYS AVAILABLE!



**REVITALYTE BLACK LABEL METAL
RACK**

SKU: 639757



**ORDER 10+ RACKS
AND GET \$10 OFF PER RACK**
DISCOUNT TAKEN AT INVOICING

**REVITALYTE BLACK LABEL PLASTIC
RACK**

SKU: 639758



**REVITALYTE COUNTER TOP CASE
CARD**

SKU: 635907

Barstool Cross-Merchandising Opportunity

Barstool's popularity creates cross-merchandising potential in-store

Barstool Display and Merchandising



Packaging Designed to Compliment Barstool Brands



Additional POS – brandfolder.com/revitalyte

Posters w/wo Price Bubble (available in multiple sizes)



Shelf Talkers w/wo Price Bubble



Product Information

Key Contacts

Ryan Leonard: Co-Founder
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AJ Lagoo: Co-Founder
952.412.6163 / aj@drinkrevitalyte.com
Chris Katechis: Brand Manager
303.746.0020 / chris@drinkrevitalyte.com

UPC Detail

Mixed Fruit Bottle UPC: 8 61645 00040 0
Mixed Fruit Case UPC: 50861645000436
Grape Bottle UPC: 8 61645 00042 4
Grape Case UPC: 50861645000429
Strawberry Bottle UPC: 8 61645 00043 1
Strawberry Case UPC: 50861645000405
Barstool Black Label Bottle UPC: 8 61645 00044 8
Barstool Black Label Case UPC: 10861645000445

Cases Per Pallet: 88
Cases Per Layer: 22
Case Weight in lbs: 14.8
Case Dimensions: 10.5"L x 7.125"W x 9.125"H
Bottle Dimensions: 3.375"L x 3.375"W x 8.375"H
Bottles Per Case: 6 x 1 Liter
Shelf Life: 2 years

SKU Detail



Point of Sale

Case cards and stackers are critical for driving sell-through, as Revitalyte leverages its resemblance to Pedialyte to catch the consumers eye and close the add-on purchase.

Stores with effective stacker placement see 10-12 case per week velocity which is largely incremental to existing alcohol purchases.

